



Oral Communication

Lecture 3

By

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Definition

Oral Communication, also known as verbal communication, is the interchange of verbal messages between the sender and receiver. It is more immediate than written communication. It is also more natural and informal.

Need for Learning Oral Communication Skills

- To help problem solving
- To resolve conflicts
- To influence people to work together
- To persuade others to be involved in organizational goals
- To be assertive without being aggressive
- To develop listening skills
- To be an effective negotiator
- To make a proposal

Objectives of Oral Communication In Business

It is known that a manager's maximum time is devoted to oral communication. He is engaged in meetings, discussions, negotiations, seminars, presentations, interviews, peer conversations, subordinate instructions and telephonic conversations.

Choice of Form of Communication

- A Manager's choice between the oral and written communication is guided by considering the suitability of oral or written form for the purpose and nature of the subject of communication.

Principles of successful oral Communication

- Oral communication should, first of all, have the rhythm and tone of living voice.
- The pitch of our voice should take into consideration the distance between the listener and you.
- The tone should be marked by the accent of sincerity and confidence.
- In oral communication the manner of speaking is, at many times, more important than words, which communicate only 7% of the total message.

Nature of The Spoken Words

Unlike the printed words (of the written message), the spoken words (in oral communication) is ephemeral (short lived). This is an inherent limitation of speech. To overcome this limitation there should be a due correlation between the pace of speaking and the rate of listening.

What is Fluency?

Fluency usually means ease as a condition of speaking but a fluent speaker is one who is heard with ease. The listener does not have to strain his mind to receive, register, and interpret the heard message.

Characteristics of Effective Oral Communication

The communicator should follow the following:

- Consider the objectives
- Think about the interest level of the receiver
- Be sincere
- Use simple language, familiar words
- Be brief and precise

Characteristics of Effective Oral Communication

- Avoid vagueness and generalities
- Give full facts
- Assume nothing
- Use polite words and tone
- Cut out insulting message
- Say something interesting and pleasing to the recipient
- Allow time to respond

Clarifying General Statements

Skill Building

Rewrite each of these statements to make it more specific by making general and abstract words more concrete and precise. Add details and examples.

1. My neighbor has a lot of animals that she keeps in her yard.
2. When I was a little girl, we lived in a big house in the Midwest.
3. My husband works for a large newspaper.
4. She got up late and had to rush to get to school. But she was late anyway.

5. Where'd you find that thing?
6. I really liked going to that concert. The music was great.
7. I really respect her.
8. My boyfriend looks like a hippie.
9. She was wearing a very trendy outfit.
10. We need to have more freedom to choose our courses.



Skill Learning Activity 3.4

Barriers to Effective Oral Communication

- The foremost barrier to oral communication is poor listening. Listening is a psychological act affected by several factors such as status, halo effect, complexes, closed mind, poor retention, abstracting, slant, premature evaluation, hurried conclusions, and cognitive dissonance.

Status



In organizations, there are formal and informal status levels that affect the effectiveness of face to face oral communication. The fear of superior status prevents free upward flow of information. It conditions free and fair exchange of ideas.

Halo



The awe in which the speaker is held by the listener conditions the act of true listening. Under the halo effect in business, buyers tend to go by the trusted sellers view of a thing, rather than by their own judgment of the product quality.



Complexes

A lack of confidence or sense of superiority may prevent proper oral interaction between persons differently positioned. Sometimes one suffers from a sense of being inferior and, therefore, face problems to take initiative or involve himself / herself in conversations / dialogue or any other form of oral communication. often, these are misplaced notions of self-worth, but they do block oral communication.



Closed and All-Knowing Minds

Listening, to a large extent, depends on one's curiosity to know things. Some persons believe that they know everything in a field or subject. Their minds refuse to receive things from other sources. The closed state of mind acts as a barrier to oral communication, which demands a readiness / willingness on the part of listener to enter into a dialogue.

Poor Retention

In dialogue, or two-way oral communication, the sequence of thought is essential for carrying on communication. To speak coherently one has to remember the sequence of ideas. The cues that signal the movement of thought of one set of ideas to another set of ideas must be retained by the listener to be able to grasp the full sense of the message discussed.

Premature Evaluation and Hurried Conclusions as Distortions

To listen patiently until the speaker completes his / her argument is necessary for correct interpretations for an oral message. The listener often distorts the real intended meaning of communication by either pre-judging the intention of the speaker, or inferring the final purpose and meaning of the message or giving a different twist to the argument according to his / her own assumptions, or just picking out a few shreds of information, perhaps from his / her point of interest.

Abstracting

Abstracting is mental process of evaluation of thought contents in terms of relative importance of ideas in the context of the total message. This is possible only on listening to the whole message, and not during the process of discussion.

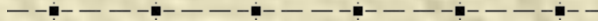
Slant

It is usually attributed to the biased presentation of a matter by speaker. instead of straight talk, one speaks in an oblique manner that could be almost like telling a lie. When a matter is expressed with a particular slant, many other important aspects of the message are suppressed, left out or indirectly hinted.

Cognitive dissonance

At times the listener fails to accept or respond to assumptions underlying the new information communicated, as he/she is unprepared to change from the old basis of belief and knowledge. In such kind of discrepancy between the existing assumptions and the actual position communicated some listeners try to escape from the dissonance by interpreting, restructuring or mentally ignoring the oral interchange.

It may lead to several interpretations of a new message view.





Language barrier

The language of communication should be the medium shared by both speaker and listener.

Further, the listener should be familiar with the accent of the language in use.

What is Conversation Control

Conversation Control involves skills of listening and talking in a positive and meaningful way at an appropriate time. It includes:-

- Techniques of changing the direction of conversation smoothly.
- The ability to allow a discussion to develop along key issues in an uninterrupted way towards the desired end.




❖ In business, the following situations require application of conversation control skills:-

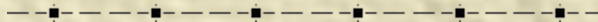
How to negotiate

❖ How to interview

❖ How to sell or buy

❖ How to participate in a meeting

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- How to disagree without being rude
 - How to protest without offending
 - How to compliment /praise
 - How to respond to personal criticism.





Summarizing as an integral skill of oral communication

Oral communication, especially conversation, it is necessary to convey to the other person that you understand his/her point. You may agree or disagree, but the first requirement of skillful communication is that the other person has the assurance that you have understood the facts as presented.
